PIEDMONT VIRGINIA COMMUNITY COLLEGE BOARD

Board Meeting No. 226

September 1, 2010

Meeting number two hundred twenty-six of the Piedmont Virginia Community College Board was held Wednesday, September 1, 2010, in the W. A. Pace Jr. Board Room.

Present

Laila Bare
Stanley Cook
Vera Cooke-Merritt
Mary Louise DeViney
Leonard Gardner
Debbi Goodman
Deborah Harvey
Peter Kleeman
Suzanne Morse Moomaw
Ava Pippin

Absent

Paul Newland
Donna Plasket

Others

Frank Friedman, President
Tara Atkins-Brady, Director of Institutional Research, Planning & Institutional Effectiveness
Pat Buck, Assistant to the President & Special Projects Coordinator
John Donnelly, Vice President for Instruction & Student Services
Sasha Gong, SBCC Liaison
William Jackameit, Vice President for Finance & Administrative Services
Mary Jane King, Director of Institutional Advancement
Tom Ruggeri, Interim Director of Information Technology
Anita Showers, Manager of Marketing & Media Relations
Kit Decker and Kim Hoosier, Faculty Senate
Jocanne Smith, Professional Association of Support Staff
Lee Stone, Student Government Association
Kris Swanson, Chancellor’s Faculty Advisory Committee
New Faculty: Dennis Abry, Psychology; Karen Bloomfield, Nursing; Wendi Dass, Math; Amy Dela Cruz, Sonography; Darlene Seay, Nursing; Laura Skinner, Reference/Instructional Librarian; Kemper Steele, Coordinator of Advising & Transfer; Patricia Davis, Radiography
Media

Welcome and Call to Order

Dr. Moomaw welcomed those present and called the meeting to order at 4 p.m. Sasha Gong, the college’s new SBCC liaison, was introduced and welcomed by the board, and provided brief comments.
Approval of Minutes

On a motion by Ms. DeViney, seconded by Ms. Pippin, the proceedings of the May 10, 2010 and the July 19, 2010 meeting were approved.

Introduction of New Faculty

Dr. Donnelly introduced the new faculty hires and each spoke briefly about themselves. New Faculty: Dennis Abry, Psychology; Karen Bloomfield, Nursing; Wendy Dass, Math; Amy Dela Cruz, Sonography; Darlene Seay, Nursing; Laura Skinner, Reference/Instructional Librarian; Kemper Steele, Coordinator of Advising & Transfer; Patricia Davis, Radiography. Not attending was Sheila Watters, Assistant Professor of Business Management.

President's Report

Introduction of College Representatives. Dr. Friedman welcomed and introduced the representatives for the faculty/staff/student groups this year. Attending were Kit Decker and Kim Hoosier, Faculty Senate; Kris Swanson, Chancellor’s Faculty Advisory Committee; Joanne Smith, Professional Association of Support Staff; Lee Stone, Student Government Association. Not present was Bruce Glassco, continuing as chair of the College Senate.

Updates

Budget. Dr. Friedman provided an overview of the college budget. In essence, the College will see a decline of state funding of $900,000 from last year with an infusion of federal stimulus money which offsets some of it. But with increased enrollment and tuition, there will be a substantial increase in tuition revenue this year. The Chancellor made a conscious decision, given the increased enrollment growth, to increase tuition, which in turn helps fund new faculty hiring. The infusion of tuition dollars allowed expansion of faculty in key areas. College vacancies due to retirement/resignation have been filled and those individuals whose positions were coming off the completion of grants have been moved to state funding. Two new faculty positions will be added in January and the college adds four staff positions in key areas—financial aid and admissions and advising. For the first time in history, this year the VCCS will collect more dollars from tuition than from state support (54%). Ten years ago it was 25%. We are still about one-third the cost to the student of any four-year public university and the gap is growing. The demand for financial aid is increasing, and we believe this year we lost more students than ever who registered and couldn’t/didn’t pay. The good news is that the State has a surplus for the end of the fiscal year which triggers a 3% bonus for state employees effective December, the first of any kind of increase in four years. A little more than half of the 3% bonus will come out of the college budget.

At the state level, the Council of Presidents met with the Governor on August 23 to discuss where we are going as a state with higher education in terms of the trend of limited/declining state support. The Governor’s Commission on Higher Education Reform, Innovation and Investment will provide answers in a preliminary report due in November.
Reengineering Task Force. Dr. Friedman forwarded an email yesterday from the Chancellor regarding his Reengineering Task Force and its preliminary report to save money or increase services to students. The Chancellor will hold two town hall meetings on September 17 and 20 at Germanna and Blue Ridge Community College. College transportation will be provided and Board members are invited to attend.

Fall Semester. The final fall enrollment estimate will be around 5,600 and will again set enrollment records.

Building Openings/Office Moves. Both the Stultz Center and the Kluge-Moses buildings are operational. A lot of time was spent this summer moving people and operations, including the expansion of the testing and learning center. ODU's vacated trailer will be converted to adjunct faculty space. The Buildings and Grounds crew worked extensively in completing the moves and renovations.

HVAC. There has been a constant battle this summer with the installation of the new and issues with the existing HVAC systems. There are currently three temporary rental units in use until the new units are permanently installed; the manufacturer couldn't provide the units as scheduled.

Greene County. Plans continue on the design of space and construction estimates for upfit of space in the Stanardsville library. The second floor of the two story structure will be finished for college use. A donor will likely pay for the upfit. Classes may be held in the new center next fall.

Jefferson School. Plans are on track with this venture both in terms of starting construction and funding. PVCC has a $1 million commitment to cover the lease cost for five years and support of the culinary arts program.

Child Care Building. Concept approvals have been received from the College and State Boards as well as the Educational Foundation's Real Estate Board on the joint project with UVA's Health Services Foundation. There are financial and key details to work out, but the project is moving forward. UVA-HSF is anxious to begin construction on the 20,000 sq. ft. center which is estimated to take 18 months.

Kluge-Moses Science Building Grand Opening

The official grand opening is scheduled for 3:30-5:30 p.m. on September 16, and includes tours and demonstrations. Invitations have been mailed to members of the community.

College Updates

Dr. Donnelly

- Bob Miller retired this summer as division dean; Chuck Bohleke has been hired and will join the College next week.
- There have been numerous changes taking place over the summer, including the new admissions and advising center which becomes a centralized model of operation. Faculty will receive training to assist with advising.
- The Learning Center has been expanded with dedicated space for math and writing centers.
• Work is underway on development of the culinary arts program for implementation next fall.
• The College is working with Defense Intelligence Agency on their non credit training needs.
• The College has received three Chancellor's Excellence grants for career coaches in the amount of $15,000 each toward expanding hours and developing initiatives for programs in high schools.

Dr. Jackameit
• Using the Buildings & Grounds and IT staff, as well as faculty themselves during the summer moves saved a significant amount of money.
• The HVAC project is wrapping up and it is hoped that it will be completed by October.
• In preparation for the fall semester parking issues, temporary student parking was added; extra security was available for assistance; and a shuttle was implemented to transport students from the Stultz Center parking lot to the campus, running 9 a.m. – 3 p.m., Monday-Thursday.
• Promotion continues encouraging students to sign up for the E2Campus emergency alert system. There are 3,200 individuals signed up. A work station notification system will be added. There are 12 emergency call boxes located on campus, all of which were grant funded.
• The new outside signage project is about one-third complete, and includes both refurbished and new signs.

Dr. Atkins-Brady
• Enrollment, as of this morning is at 5,388 in credit courses, 262 more than last year and about a 5% increase. FTE is at 2,829, almost 200 more than last year. We are still in the add/drop period and the figures don't include all dual enrollment or late start classes. The Board will be provided with a preliminary fall enrollment profile at its November meeting.
• The Planning and Budgeting Committee is now talking with faculty and staff stakeholder groups on campus related to the strategic plan and is working on an update to the mission statement.
• Dr Friedman noted that Dr. Atkins-Brady served as division dean for a month and as expected handled both jobs well.

Mr. Ruggeri
• During the summer 18 new classrooms were equipped with standardized controls/other projects
• IT installed a tracking system for the Help Desk
• They are looking at virtual service replacement for the aging existing one.
• They are looking at classroom capture software for faculty use.

Ms. King
• Grateful thanks to those Board members who sent in annual fund contributions.
• The Stultz campaign is complete, exceeding the goal by raising $264,775 plus the Perry Foundation match. That does not include the Stultz gift.
• Contact Ms. King to arrange for tickets for this year's shows in Dickinson.
• The Educational Foundation Board is hosting a reception on October 18 from 5:30-7 p.m. for current and past College and Educational Foundation Board Members. Khide-Moses building tours will be available.
Follow-Up from Summer Meeting: Advocacy Tool Kit

Ms. Showers provided advocacy tool kits for the Board members, customized for their respective locality, as discussed at the summer retreat. It includes talking points/message for community leaders, local employers, parents of high school students and adults considering higher education; a fact sheet; locality profile; and giveaways including the arts calendar, annual report, college profile and little note pads. Most of the information is provided at the yearly update to the board members of supervisors/city council by Dr. Friedman.

Ms. Showers is gathering information and will share the response received from the “Shine” campaign.

Dr. Cook inquired if this is an appropriate time to recruit additional students with the existing growth/funding patterns. That issue has been discussed at both the state and college levels and the response is yes. The mission is to bring as many people as possible to higher education; there are still many population segments that are not being penetrated so there are still challenges and work to do towards that. It is also important to continue because the colleges are becoming more dependent on tuition as a funding agent.

Dr. Kleeman inquired about the Governor’s targets for degrees—100,000 additional degrees over 15 years. Specific numbers are not filtered down to colleges. At the VCCS level, through the Chancellor’s “Achieve 2015” goals, his numbers only apply to the VCCS and they are filtered to the 23 colleges. We are on target to meet the numbers as we have been over the past years.

Dr. Gong asked if there is less financial aid money for students with the growing enrollment. An increase in students does not generally create greater competition for financial aid dollars. If they qualify, they are entitled to PELL federal grants. State funding is limited and it becomes more competitive so students do receive smaller allocations.

Why is there an increase in enrollment? Several factors influence increasing enrollment, including unemployment, change of job, retraining for those affected by loss of jobs, more students coming directly from high school. Populations are growing in some localities, but none of ours have shown dramatic increases.

Committee Reports

Policies and Procedures Manual. Dr. Moomaw asked that comments be submitted to her and Ms. DeViney by October 15. (Dr. Plasket is spending semester at sea for the semester.) The Board will take action on the manual at the November board meeting.

Chair’s Report

2009-10 Performance Report. The performance report for 2009-10 shows the work of the Board over the past year and reflects the commitment to the college community.

2010-11 Performance Commitments. The Board was asked to submit feedback to Dr. Moomaw by October 15. The Board will take action at the November board meeting.
2010-11 Committee Assignments. The revised committee assignments were distributed. Two changes are reflected: Ms. Pippin moved to Community Relations and Dr. Newland to Finance and Building. Dr. Morse will entertain requests to serve on alternate committees.

Next College Board Meeting. The next meeting of the College Board is scheduled for 4 p.m. on Wednesday, November 3, 2010.

VCCS Annual Meeting. Information will be forthcoming on the November 16-17 annual meeting. It will take place at the Boar’s Head Inn in Charlottesville. The SBCC meeting will take place on November 18 at PVCC in the Dickinson Theater.

Other. After attending this year’s commencement, Mr. Gardner commented that it seems like the honors graduates comprised about half of the graduating class and inquired if it were true for all colleges. It was noted that only about half of the total number of graduates attend the event. Dr. Atkins-Brady will provide statistics regarding honor graduates.

Dr. Kleeman commented that it might be nice to have a meeting regarding more transit services so people can attend PVCC.

Dr. Friedman noted that City Council made an appointment to the College Board, but despite being an outstanding choice, the appointment violates SBCC policy that former employees cannot serve. A waiver was requested but the Chancellor denied the request. The City will make a new appointment.

Information Items

The following items were provided for information: 2010-11 Board Membership, Board Member Terms of Office, Calendar of Events, State Board membership, and summer media highlights.

Respectfully submitted,

Frank Friedman
President and Secretary to the Board

APPROVAL

Suzanne Morse Moomaw
Chair